

A V I O N

development

L L C

THIRD AVENUE & E STREET SOUTHEAST -

General Location Description

The intersection of Third Avenue and E Street is a key gateway entrance into Chula Vista's downtown Third Avenue business district and "the Village" vision area of the Urban Core Specific Plan. E Street is a major east-west transportation corridor of the City between the I-5 and I-805 Freeways. Development of this intersection would provide critical new opportunities to facilitate redevelopment of the Urban Core, attract and encourage private investment along Third Avenue, and enhance the western entrance to the Third Avenue business district from a physical, aesthetic, and economic standpoint.

Avion Development LCC (Avion), is interested in developing a project on the southeast corner of Third Avenue and E Street. The subject property is located at 201 Third Avenue (APN 568-071-01) and totals approximately 11,454 square feet in area.

Existing Uses & Ownership

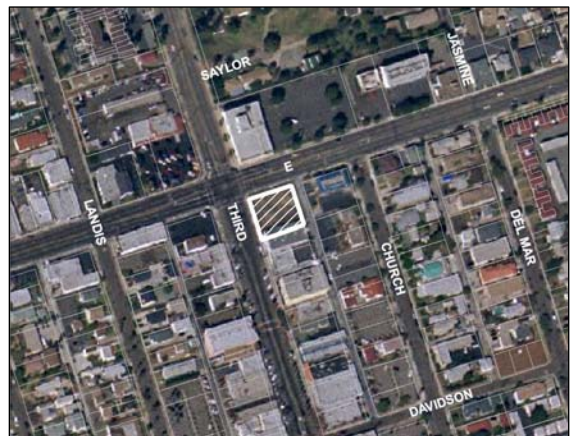
The site is currently vacant, and was formerly a gasoline service station. The City of Chula Vista Redevelopment Agency currently holds title of the property. The approved General Plan Update land use designation for the site is Retail Commercial, and the zone designation is Central Business Zone (C-B), respectively. Surrounding land uses include miscellaneous commercial retail, service, and office uses.

UCSP

The pending Urban Core Specific Plan currently proposes mixed-use land use designations within the subdistrict that includes the intersection of Third Avenue and E Street.

Developer Qualification & Owner Participation Process

The Agency received an unsolicited proposal from Avion Development LLC for the redevelopment of the Property. The Agency conducted an Initial Project Analysis (IPA) of the development proposal and determined that Avion was qualified to plan, design, and



develop the Property. The Redevelopment Agency entered into an ENA with the Developer in July 2005. Since that time, the Developer has completed important predevelopment activities and is poised to continue the public dialogue and development of the project.

Developer Profile & Qualifications

Avion is an experienced developer of mixed-use urban infill projects in the San Diego area, including One Library Circle, Santa Fe 6, 17th & G, Smart Corner (Park Blvd. & Broadway), and 15th & Market. Avion is qualified to develop the subject property at a scale and intensity as conceptualized in the project proposal.

CVRC-Developer Partnership

In addition to their experience and depth as an urban residential developer in San Diego County, Avion is composed of a small and very close development team that has emphasized their desire and commitment to creating close partnerships with staff, the CVRC, and the community to create product types and designs that complement the character and charm of Chula Vista's downtown village.